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SOLARIAT'S NEW AI ENGINE ENABLES BRANDS TO RESPOND TO SOCIAL MEDIA CONVERSATIONS AT SCALE

Company Launches Beta, Delivering New Commercial Opportunities for Consumer Brands, B2B and Web 2.0 Companies

San Francisco, CA – December 13, 2011 — Solariat, the first provider of an artificial intelligence-based social media management solution, is inviting applicants to participate in their beta program, announced today. Solariat's algorithms automatically pinpoint actionable opportunities in social media and match them with relevant responses in real time. Powered by patented technology based on advances in machine learning and computational linguistics, this 'Social Response Engine' is an industry-first, helping brands not only identify but also act to create social ROI across any social media channel, despite size or complexity. This data breakthrough revolutionizes monitoring and opens up new opportunities for scalable engagement in social.

Today, most social media management solutions focus on keyword monitoring. Solariat, in contrast, pinpoints those posts that have intention—a social media user that is, at that moment, seeking a response. Using Solariat's monitoring dashboard, customers can go beyond mentions and understand intentions, which signal opportunities for action. The Solariat product can automatically suggest content to social media managers or directly insert the most relevant response from a business into the social stream—helping companies to add value to the conversation, real-time.

“Our early customers have been delighted by the data insights our technology delivered and have used those insights to create their social media ROI. We've seen click through rates ten to fifteen times greater than search that have yielded high quality leads,” stated Solariat CEO, Jeffrey Davitz. “To achieve great value from social, brands have to be present everywhere but respond selectively and appropriately. Our solution makes that possible.”

This integrated platform has applications across the organization:

- **Consumer Marketers:** increase ROI with more effective alternatives to SEO and SEM
- **B2B Marketers:** Identify and engage with prospects as they create their short lists
- **Content Managers:** drive views by suggesting context-appropriate content
- **Brand Managers:** increase engagement by participating in brand conversations at scale
- **Customer Care Departments:** effectively guide customers to helpful information about products and services

Select Companies Will Qualify for Solariat Beta

Solariat is inviting leading brands to apply for the company's beta program. Organizations that are currently experimenting with large scale social media campaigns or are challenged with keeping up with the pace of demand on social media will be considered. As part of the beta, Solariat will work with selected companies to develop customized social media monitoring and marketing or social CRM campaigns based on Solariat's ability to detect intention. Solariat's goal is to deliver measurable ROI for every participant. Customers in the program to date have already achieved outstanding results.

Enterprises have already used Solariat's SRE for:

- **Lead Generation**
- **Fan and Follower Insight**
- **Message Targeting**

About Solariat

Solariat has introduced the first Social Response Engine. Solariat's technology analyzes millions of posts at the speed of social and finds opportunities for meaningful brand engagement. The matching technology maps intention in the social stream, and automatically connects it with the most relevant response from your business. Brands can utilize this solution across any social media channel. For more information please visit www.solariat.com or contact us at info@solariat.com.